



EastGen

NEWS RELEASE

FOR IMMEDIATE RELEASE
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EastGen Challenge East 2015 – Summer Fun and Education for Keen Dairy Youth Competitors

MARKHAM, ONTARIO – Excitement was in the air when the 2015 EastGen Challenge East event attracted 100 keen competitors to the fairgrounds in Markham, Ont., on July 10th and 11th for two days of fun, learning opportunities and friendly competition tailored specifically for dairy youth. This was the third of four similar events organized by EastGen and held across their service area this summer.

“We are continually impressed and amazed with the excitement and passion that our young 4-Hers display at the Markham Challenge,” commented Brian O’Connor, EastGen general manager, at the event’s conclusion. “They have a strong thirst to learn and work exceptionally well in teams as they participate in the event.”

The two-day event drew participants between 14 and 21 years of age, from across the central Ontario region. During the first day of the event, participants were motivated and educated during a presentation from Andrew Campbell of Fresh Air Media. Andrew’s topic of social media and agriculture advocacy was a highlight for participants who have been following his #farm365 campaign on Twitter this year. Participants spent the afternoon at Loa-De-Mede Farms in Oshawa, Ontario. While touring and learning from the Werry family, 4-H’ers also had the opportunity to learn from EastGen’s Allison Spence and Stephanie Murphy from Grand Valley Fortifiers. A quiz followed the education portion, which contributes to final scores for the overall grand champion award.

The participants then put their skills to the test on show day under the appraisal of judge Nathan Thompson from Belmont, Ontario.

2015 EastGen Challenge East (Markham) Results:

Champion Showperson – **Melyssa Sargent**, Durham East; Reserve Champion Showperson – **Brett Stockdale**, Peterborough; Champion Calf – **Brett Stockdale**, Peterborough; Reserve Champion Calf – **Joel Stillman**, Peterborough; Overall Champion – **Brett Stockdale**, Peterborough; Reserve Overall Champion – **Kyle Stockdale**, Peterborough; Top Quiz (Tie) – **Brett Stockdale & Kyle Stockdale**, Peterborough; Best Exhibit – **Grey**; Premier County – **Peterborough County**.

EastGen is a farmer owned company headquartered in Guelph, Ont., serving the dairy and beef breeders of Ontario, New Brunswick, Newfoundland and Labrador, and Prince Edward Island. EastGen, and their two partner cooperatives located in British Columbia and Quebec, are proud owners of Semex, which is recognized as a leader in developing and marketing elite dairy and beef genetics to customers around the world.

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